



Custom Branding

Protect and add value to your sales of thermal transfer ribbons by creating your own exclusive branded range of thermal transfer ribbons.



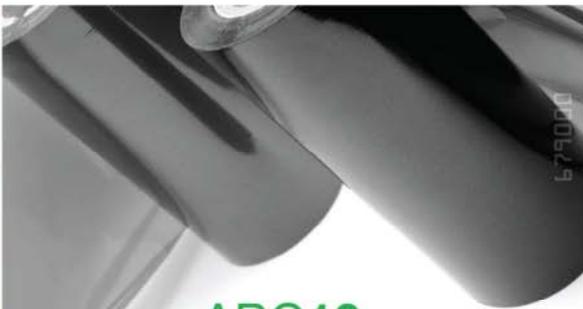
With more and more competition in the market it is important for companies to find ways of adding value and protecting their consumables business including thermal transfer ribbons. One of the best ways to protect your thermal transfer ribbon business is to create your own branded range of thermal transfer ribbons with your own custom codes. Having your own custom codes for your ribbon grades helps to build brand loyalty and will help protect your ribbon business against your competition.

The Problem:

How many times have you worked hard on winning new business from your customer for a particular ribbon brand, only to find out that they have found that brand available at a cheaper price on the internet or from an alternative dealer? Maybe you have won a new account based on a particular ribbon brand only for another company or the previous supplier to come along and undercut your price for that brand. If an end user is used to using a brand and knows that product grade then it is very easy for them to buy the same product from an alternative supplier if they offer it at a cheaper price. This leads to lost margin and extra competition.

The Answer:

TTS can help you create your own exclusive brand of high performance ribbon grades with your own unique product codes and part numbers. We will provide you with your own custom branded datasheets and flyers to help you promote your brand. This will help you to differentiate your ribbons from the competition and allow you to find other ways of adding value to your new brand.



ABC10

PRODUCT DESCRIPTION

This grade is a standard wax ribbon, designed to give outstanding print performance on plain and coated papers. This wax is recommended for applications where price is the main factor. It offers a black, crisp and bold print making it an ideal product for standard printing applications that require a low level of durability to the printed image. The low level of print head energy required to transfer the ink makes this wax a drop in replacement product for other waxes available in the market and will offer a good performance on all types of flat head technology printers. With print performance at speeds of up to 10" per second, at low print head energy, this wax maintains excellent quality on low cost substrates. This wax also has the additional advantage of being ISEGA approved for use when the printed image comes in contact with non-fatty foodstuffs.

RECOMMENDED SUBSTRATES

Vellum, uncoated, matt coated, semi gloss, tag board.

PERFORMANCE PROPERTIES

PROPERTY	SCORE
PRINT SENSITIVITY	6
HEAT RESISTANCE	5
ABRASION RESISTANCE	5
SOLVENT RESISTANCE	3
LABEL ADAPTABILITY	7

LOW MEDIUM HIGH



EXAMPLES OF TYPICAL APPLICATIONS



Maybe offer discounts on your labels or other associated products like print heads to customers who commit to your ribbon brand. You can also offer discounts for annual ribbon and label contracts. Once a customer is used to using your brand it will be harder for your competitors to take that business away. For a start they will not be able to offer a direct like for like brand as your codes will be exclusive to you.

Personalise with TTS, TTS offer probably the best range of ribbons in the world any of which can be branded as your own with very little additional commitment. After the creation of your brand, any of our 300 stock sizes are available on next day delivery, with only one box as minimum order quantity. We create a full colour box end label which can be created with your company logo or any unique design that you need. We then offer you a full set of product datasheets, MSDS and product flyers to help you promote your new ribbon range.

Contact your Business Development manager today to discuss setting up your new custom branded range of ribbon grades.

ABC10

PERFORMANCE CHARACTERISTICS

- Ideal for coated and uncoated papers
- Excellent print quality at high speeds (up to 10"/second)
- Excellent print definition for clean, durable and dense bar codes
- Drop in product to competitors wax ribbons
- Very low printhead energy requirements
- ISEGA certification

Available from stock for all popular printers
competitively priced



RIBBON SPECIFICATIONS

PROPERTY	TECHNICAL
FILM CARRIER	4.0 Micron Polyester
RIBBON THICKNESS	7.8 Microns
TYPE	Wax (flat head technology)
COLOR	Black
MELTING POINT	88°C
WIDTH	1.8

RIBBON STORAGE CONDITIONS

PROPERTY	TECHNICAL
TEMPERATURE	5°C to 35°C (41°F to 95°F)
HUMIDITY	30% to 85% relative humidity
LIGHT	Avoid direct sunlight

CERTIFICATIONS AND APPROVALS

CERTIFICATION	TECHNICAL
ISO 9001:2000 & ISO 14001:2004	All ribbons have been manufactured to these international quality standards
WEEE	EC directives 2002/95 and 2002/96, compliance to the limitation of dangerous substances in electrical and electronic equipments
REACH	EC 96/638
ROHS	The ribbon does not contain any of the substances on this list
CPD	The ribbon is not mutagenic, does not cause DNA modifications
REACTIVES	1989/53/EEC and 2001/58/EEC. This ribbon does not contain any substance classified as dangerous for health
DGAL	To be disposed of as mixed industrial waste

This information is the best available on the above ribbon grade. These results should, however, only be regarded as a general guide to material properties and is not a guarantee.



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All of our newsletter stories from any month can be found on our website!

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